

## HOW TO GET THE BEST... FROM THE PEOPLE WHO MAKE YOUR STUFF

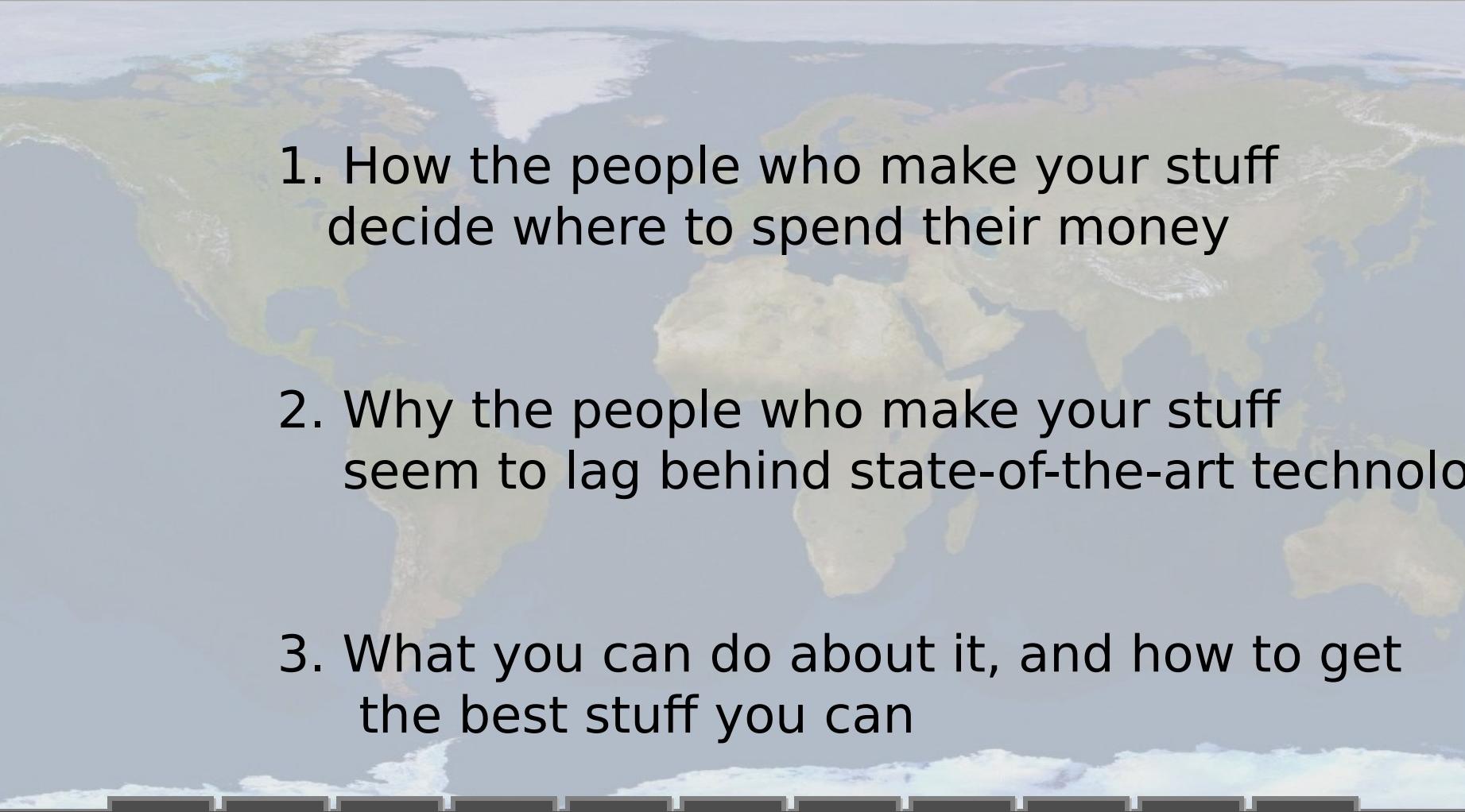
From the famous series,  
“How to be the Best Aviator in the World”  
We bring you the classic lecture...

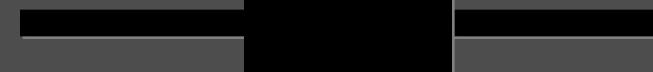
## HOW TO GET THE BEST... FROM THE PEOPLE WHO MAKE YOUR STUFF

Today's Lesson: How to get the best Mission Planning Systems  
from your friends who make them.



# Tell 'em what you're going to tell 'em

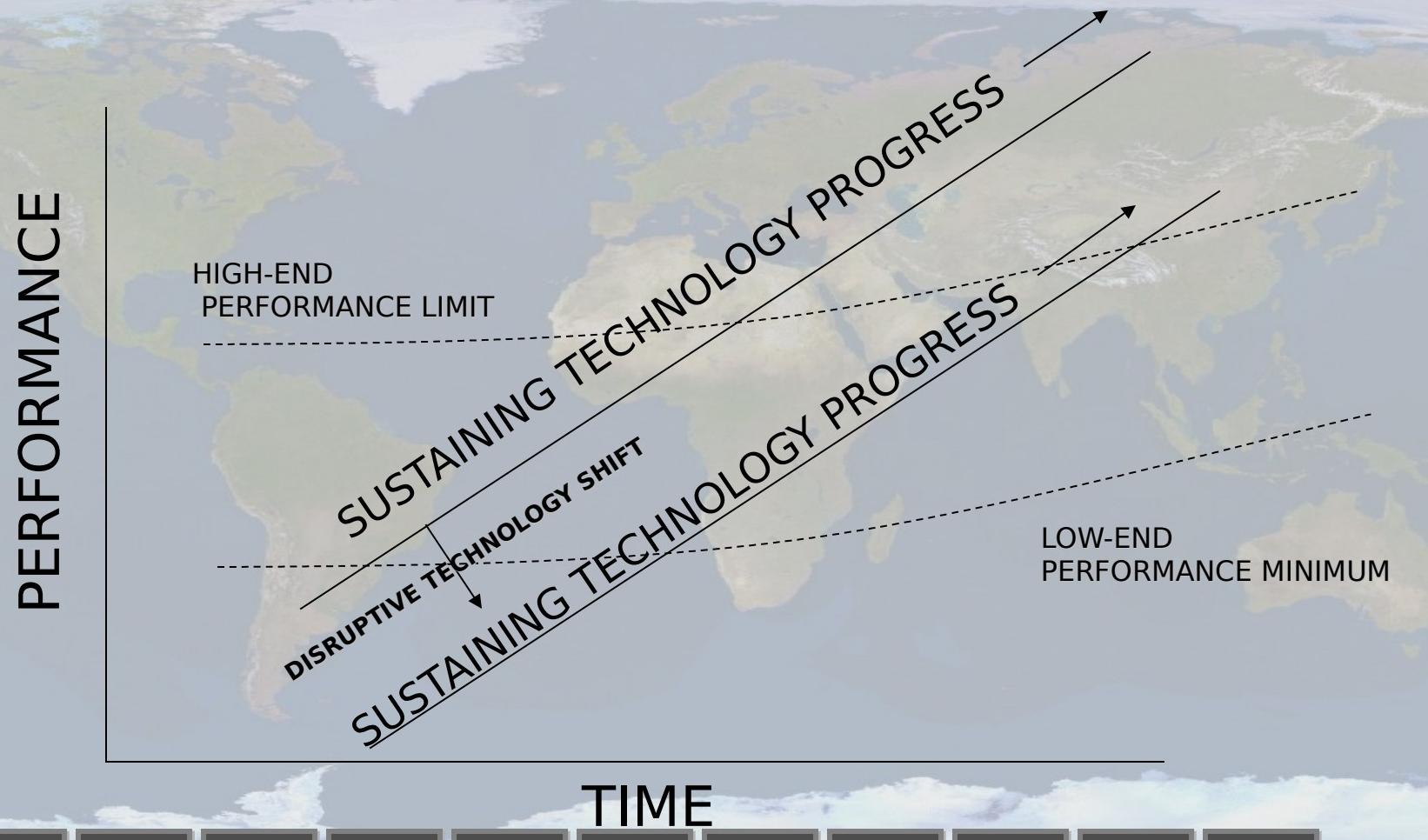
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1. How the people who make your stuff decide where to spend their money
  2. Why the people who make your stuff seem to lag behind state-of-the-art technology
  3. What you can do about it, and how to get the best stuff you can



Tell 'em...How the people who make your  
stuff  
decide where to spend their money

Once upon a time in the  
Disk Drive industry...

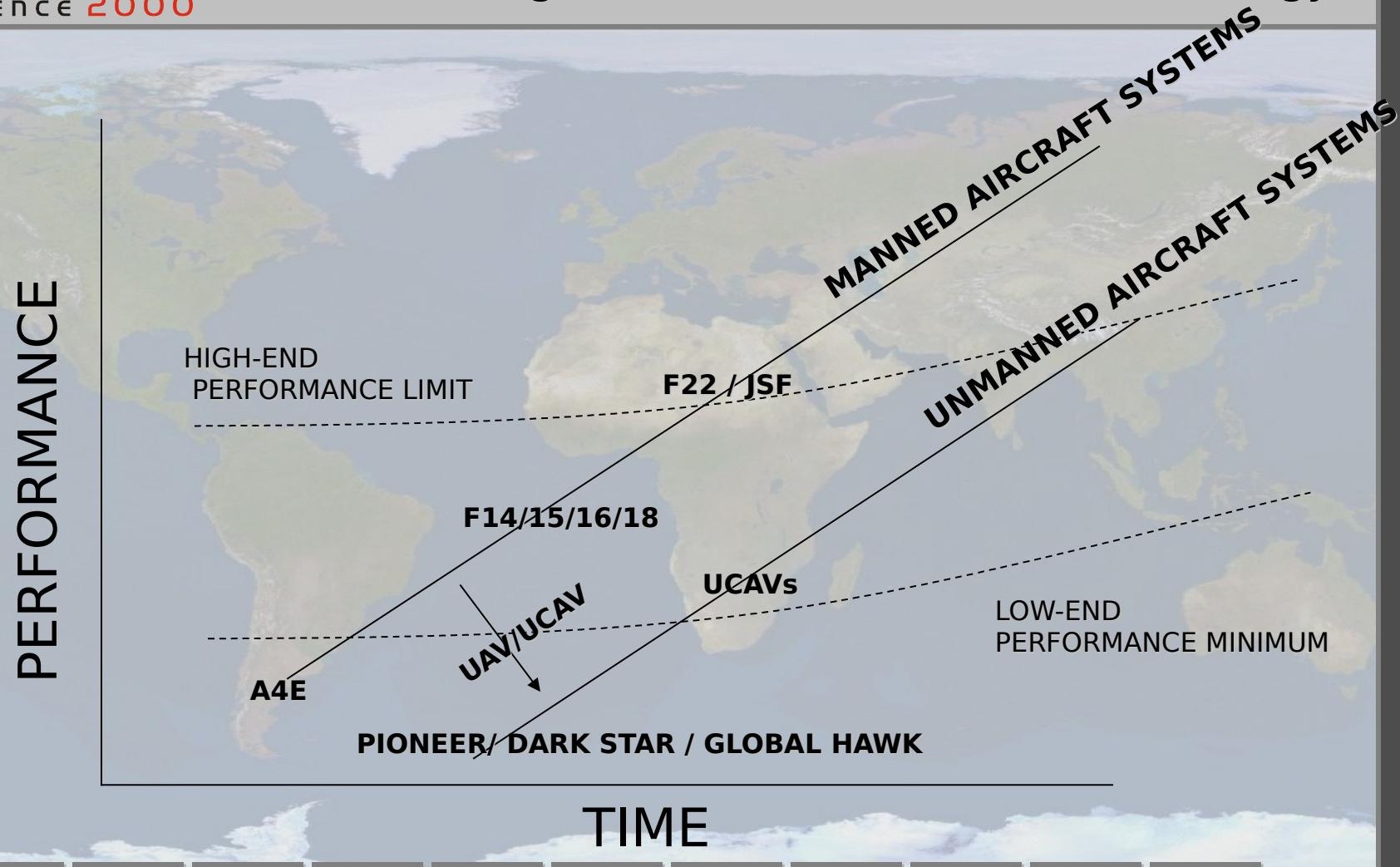
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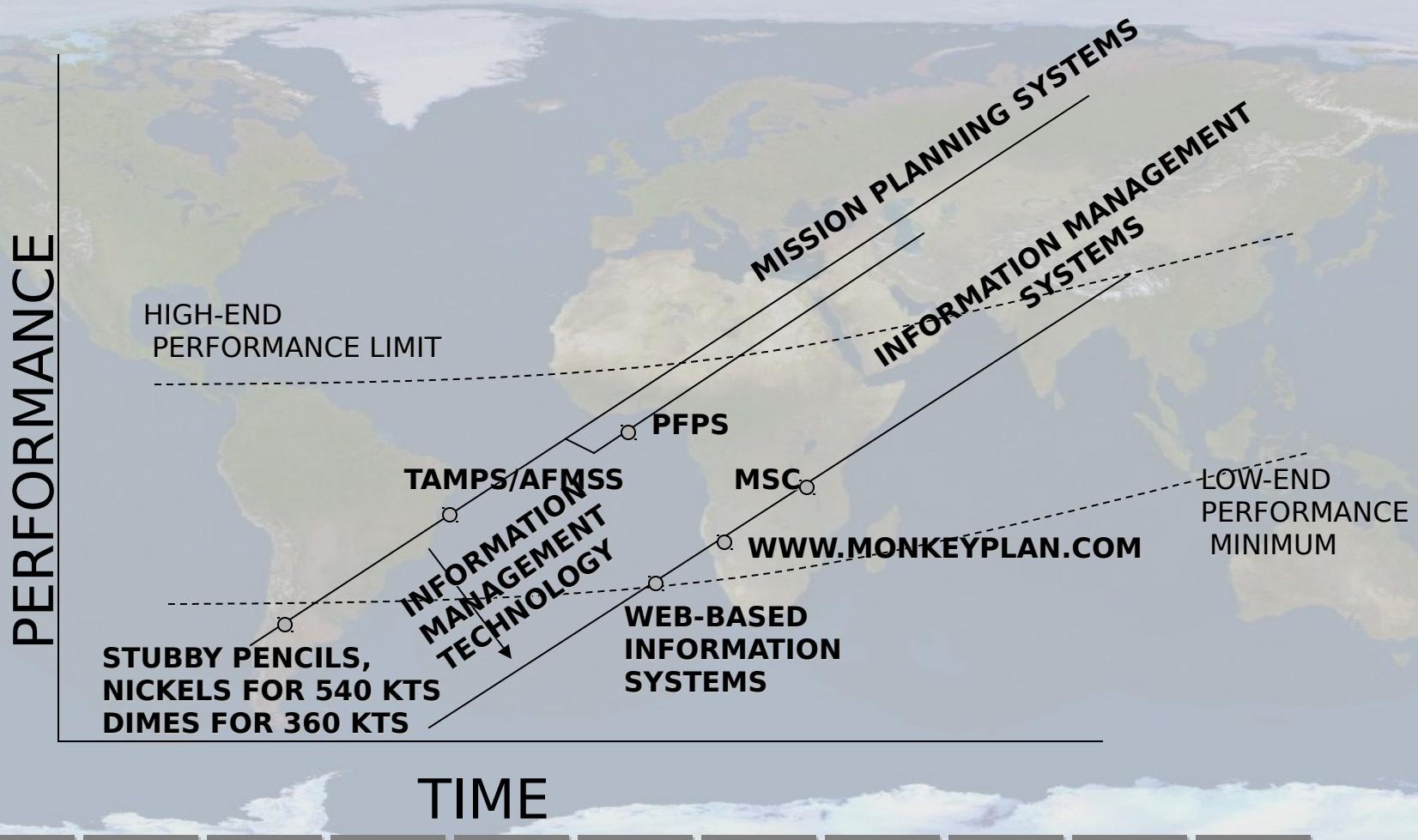
Tell 'em...Why the people who make your stuff  
seem to lag behind state-of-the-art technology



Tell 'em...Why the people who make your stuff seem to lag behind state-of-the-art technology



Tell 'em...Why the people who make your stuff seem to lag behind state-of-the-art technology



Tell 'em the important stuff...  
What you can do about it, and how to get  
the best stuff you can

Q: ARE YOU A PROFESSIONAL AVIATOR OR  
ARE YOU A PROFESSIONAL WARRIOR?

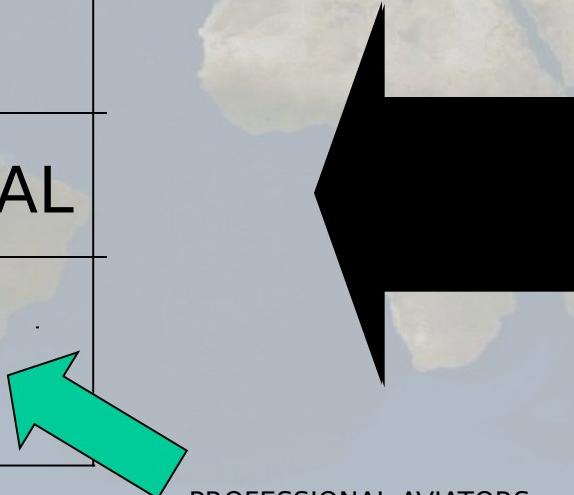
STRATEGIC

OPERATIONAL

TACTICAL  
(TTP'S)

PROFESSIONAL  
WARRIOR  
CONCERN  
THEMSELVES  
WITH  
ISSUES  
AT EVERY LEVEL

PROFESSIONAL AVIATORS  
CONCERN THEMSELVES WITH  
ISSUES AT THIS LEVEL



Tell 'em the important stuff...  
What you can do about it, and how to get  
the best stuff you can

STUDY THE PAST, READ ABOUT THE PRESENT,  
AND THEN IMAGINE YOUR FUTURE

ANTICIPATE YOUR CUSTOMER'S NEEDS,  
AND WHAT THEY WILL REQUIRE OF YOU

HAVE THE PROFESSIONAL AVIATORS ASK  
FOR THE TOOLS YOU WILL NEED TO  
ACCOMPLISH TODAY'S MISSIONS

HAVE THE PROFESASK  
FOR THE TOOLS YOU WILL NEED TO  
ACCOMPLISH TOMORROW'S MISSIONS

# Tell 'em what you told 'em

1. Down the Garden Path to failure - by exclusively asking the user for design requirements
2. The future moves too fast to focus on just making tools you need to do today's missions - tomorrow comes quickly
3. For those who can, become professional warriors, look to what you'll need in the future, informed by all the levels of warfare..then ask for that kind of stuff

BOTTOM LINE: YOU are responsible for the stuff you get:  
good or bad